

**Amendments to the Claims:**

This listing of claims will replace all prior version, and listings, of claims in the application.

**Listing of Claims:**

1. (Previously Amended) A digital media distributor (DMD) with tunable control of digital media data transmission, the DMD comprising:

a distribution network;

a central site system, the central site system utilizing a plurality of designated control parameters as tunable limits, including uplink parameters, scheduler parameters, and storage parameters, for controlling distribution of digital media data; and

a plurality of remote site servers for receiving digital media data transmissions from the central site server via the distribution network according to the designated control parameters.

2. (Original) A system of claim 1 wherein the plurality of uplink parameters relate to transmission limits, value limits, and time window limits.

3. (Previously Amended) A system of claim 2 wherein the plurality of uplink parameters further comprises one or more of a group comprising uplink broadcast transmissions, an uplink broadcast interval, an uplink request window, an uplink forward, and an uplink look-ahead.

4. (Original) A system of claim 1 wherein the plurality of scheduler parameters relate to transmission limits, value limits, time window limits, and retention period limits.

5. (Original) A system of claim 4 wherein the plurality of scheduler parameters further comprises one or more of the group comprising an uplink queue retention period, a dead on arrival retention period, a history retention period, a request queue retention period, a scheduler retention period, a stage manager queue retention period, maximum request deletion, an uplink expiration, a missing spot resend period, a non-spot retransmission limit, a non-spot retransmission period, a scheduler retransmission limit, a scheduler retransmission period, a spot unavailable warning, a schedule look-ahead, a stage manager record expiration, a stage manager archive threshold, a stage manager look forward, a stage manager look-ahead, and a transmission lookahead window, a staging lookahead window, an SIB (station in a box) playtime lookahead window, an SIB spot disk high water mark, an SIB spot disk low water mark, a searchable length of transmit queue, a searchable length of the staging queue, a playlist transmission lookahead, a minimum transit time, and an SIB reporting timeout limit.

6. (Original) A system of claim 1 wherein the plurality of storage parameters relate to retention period limits and value limits.

7. (Original) A system of claim 6 wherein the plurality of storage parameters further comprise one or more of a group comprising a playlist retention period, a purgelist retention period, playlist entries, and purgelist entries.

8. (Previously Amended) A method for controlling distribution of digital media data by a digital media distribution system, the method comprising:

utilizing a central site system to distribute digital media data to a plurality of remote sites via a distribution network; and

designating a plurality of control parameters values, including uplink parameters, scheduler parameters, and storage parameters, as tunable limits in the central site system for tuning the distribution of the digital media data to the plurality of remote sites.

9. (Original) The method of claim 8 wherein designating a plurality of control parameter values further comprises designating control parameters related to transmission limits.

10. (Original) The method of claim 9 wherein designating a plurality of control parameter values further comprises designating control parameters related to retention period limits.

11. (Original) The method of claim 10 wherein designating a plurality of control parameter values further comprises designating control parameters related to time window limits.

12. (Original) The method of claim 11 wherein designating a plurality of control parameter values further comprises designating control parameters related to value limits.

13. (Original) The method of claim 9 wherein designating control parameters related to a transmission limit further comprises designating one or more of a group comprising a missing spot resend period, a non-spot retransmission limit, a non-spot retransmission period, a scheduler retransmission limit, a scheduler retransmission period, a spot unavailable warning, an uplink

expiration, and an uplink broadcast interval, a searchable length of transmit queue, a searchable length of the staging queue, a minimum transit time, and an SIB reporting timeout limit.

14. (Original) The method of claim 10 wherein designating control parameters related to retention limits further comprises designating one or more of a group comprising a playlist retention period, a purgelist retention period, a dead on arrival retention period, a history retention period, a request queue retention period, a scheduler retention period, a stage manager queue retention period, and an uplink queue retention period.

15. (Original) The method of claim 11 wherein designating control parameters related to a time window limit further comprises designating one or more of a group comprising a schedule look-ahead, a stage manager record expiration, a stage manager archive threshold, a stage manager look forward, a stage manager look-ahead, an uplink request window, an uplink forward, an uplink lookahead, a transmission lookahead window, a staging lookahead window, an SIB (station in a box) playtime lookahead window, and a playlist transmission lookahead.

16. (Original) The method of claim 12 wherein designating control parameters related to a value limit further comprises designating one or more of a group comprising playlist entries, purgelist entries, maximum request deletion, and uplink broadcast transmissions, an SIB spot disk high water mark, and an SIB spot disk low water mark.

17. (Previously Amended) A method for controlling digital advertisement distribution from a central site to a remote site via a media network, the method comprising:

establishing values for one or more of a set of scheduler control parameters in the central site;

establishing values for one or more of a set of uplink control parameters in the central site;

establishing values for one or more of a set of storage control parameters in the central site; and

managing distribution of digital advertisements to the remote sites based on the established values, wherein the established values provide tunable limits.

18. (Previously Amended) A method for controlling digital advertisement distribution from a central site to a remote site via a media network, the method comprising:

establishing values for one or more of a set of scheduler control parameters in the central site, comprising establishing values for an uplink queue retention period, a dead on arrival retention period, a history retention period, a request queue retention period, a scheduler retention period, a stage manager queue retention period, maximum request deletion, an uplink expiration, a missing spot resend period, a non-spot retransmission limit, a non-spot retransmission period, a scheduler retransmission limit, a scheduler retransmission period, a spot unavailable warning, a schedule look-ahead, a stage manager record expiration, a stage manager archive threshold, a stage manager look forward, a stage manager look-ahead, a transmission lookahead window, a staging lookahead window, an SIB (station in a box) playtime lookahead window, an SIB spot disk high water mark, an SIB spot disk low water mark, a searchable length of transmit queue, a searchable length of the staging queue, a playlist transmission lookahead, a minimum transit time, and an SIB reporting timeout limit;

establishing values for one or more of a set of uplink control parameters in the central site;

establishing values for one or more of a set of storage control parameters in the central site; and

managing distribution of digital advertisements to the remote sites based on the established values.

19. (Previously Amended) The method of claim 17 wherein establishing values for the uplink control parameters further comprises establishing values for uplink broadcast transmissions, an uplink broadcast interval, an uplink request window, an uplink forward, and an uplink look-ahead.

20. (Original) The method of claim 17 wherein establishing values for the storage control parameters further comprises establishing values for a playlist retention period, a purgelist retention period, playlist entries, and purgelist entries.